

## ***JOB DESCRIPTION***

### **Strategic Marketing Analyst**

**SUPERVISOR:** President/CEO      **HOURS:** 8:00 am to 5:00 pm  
(or as required)

**REVISED:** 02/28/2018    **OFFICE:** Corporate Offices (Burlington)    **SALARY:** Open

#### **EDUCATION AND EXPERIENCE**

- Bachelor Degree required
- Marketing Experience required
- Experience with bid writing and creative writing

#### **SKILLS AND REQUIREMENTS**

- Excellent phone/verbal skills
- Creative writing skills
- Exceptional writing ability
- Ability to work well with other employees
- Excellent typing/data entry skills
- Computer experience
- Excellent organizational skills
- Intermediate skills in Microsoft Office
- Ability to Multi-task
- Knowledge and experience in web page design and maintenance
- Presentation Skills, Written Communication, Graphic Design Skills, Technical Documentation, Layout Skills, Problem Solving, Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, and Market Knowledge

#### **TRAINING REQUIREMENTS**

Human Resources Orientation  
All Applicable Departmental procedures

#### **SUMMARY**

Prepares proposals by determining concept; gathering and formatting information; writing drafts; obtaining approvals. Prepares estimates and quotes per request. Conduct marketing studies and supports Sales and Marketing Divisions through metrics and research. Draft exercise After Action Reports for the Crisis Management Department. Responsible for the corporate branding program.

## **JOB SUMMARY**

- Supports Marketing and Sales using metrics, research, and quality control for Insightly.
- Responsible as the gatekeeper for the corporate CRM programs.
- Implements and monitor Sales and Marketing strategies as determined by management.
- Assist with preparing yearly budgets and attends and participates during management retreats.
- Prepares marketing reports as requested by management.
- Prepares metric reports for the Board of Advisors quarterly or as requested.
- Travels with Sales and Marketing as strategically requested.
- Responsible to coordinate the use of the companies CRM program including but not limited to assuring data is entered accurately and timely from Marketing and Sales.
- Prepares HSEEP exercise compliant After Action Reports.
- Determines proposal concept by identifying and clarifying opportunities and needs; studying requests for proposal (RFPs); attending strategy meetings.
- Meets proposal deadline by establishing priorities and target dates for information gathering, writing, review, and approval; entering and monitoring tracking data; coordinating requirements with contributors; contributing proposal status information to review meetings; transmitting proposals.
- Gathers proposal information by identifying sources of information; coordinating submissions and collections; identifying and communicating risks associated with proposals.
- Develops proposal by assembling information including project nature, objectives/outcomes/deliverables, implementation, methods, timetable, staffing, budget, standards of performance, and evaluation; writing, revising, and editing drafts including executive summaries, conclusions, and organization credentials.
- Prepares presentations by evaluating text, graphics, and marketing branding.
- Maintains quality results by using templates; following proposal-writing standards including readability, consistency, and tone; maintaining proposal support databases.
- Obtains approvals by reviewing proposal with key providers and project managers.
- Improves proposal-writing results by evaluating and re-designing processes, approach, coordination, and implementing changes.
- Updates job knowledge by participating in educational opportunities and maintaining personal networks.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
- Prepares quotations and estimates as requested by division leads and department heads.
- Provides logistical support for marketing efforts.

- Responsible for corporate branding implementation and compliance.
- Responsible for maintenance and update of the company website.
- Perform other reasonably related duties as assigned by immediate supervisors and other management as required

**JOB DESCRIPTIONS ARE NOT INTENDED, AND SHOULD NOT BE CONSTRUED, TO BE ALL-INCLUSIVE LISTS OF ALL RESPONSIBILITIES, SKILLS, EFFORTS, OR WORKING CONDITIONS ASSOCIATED WITH A JOB. WHILE THIS JOB DESCRIPTION IS INTENDED TO BE AN ACCURATE REFLECTION OF THE JOB REQUIREMENTS, MANAGEMENT RESERVES THE RIGHT TO MODIFY, ADD, OR REMOVE DUTIES FROM PARTICULAR JOBS AND TO ASSIGN OTHER DUTIES AS NECESSARY.**

EMPLOYEE SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

MANAGEMENT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_